



Parkergrams

U.S.A.

28 AUG 1958

Sixty-Second Year of Publication
September, 1958

Dear Friend:

Parker's merchandising surprise, Operation Loss-Proof, is surprising even those in the Parker Pen sales organization who conceived it! Company sales bulletins are carrying choice testimonials concerning the program's successes. Here's one: A department store in the West, confident that its \$7,000 inventory of Parker nib and ball-point pens was sufficient to tide it through the back-to-school season, was on the phone ordering more Parker merchandise after plugging "Loss-Proof" in local papers. This in mid-July, a normally slow month for pen retailers.

Key to the success of Operation Loss Proof is the fact that it eliminates the prime resistance to buying a writing instrument at prices above \$1, the fear of loss.

Operation Loss-Proof works like this: A customer chooses a Parker "21", Debutante or Jotter. He gets a special two-year registration form at your display. He fills out the form and mails it to The Parker Pen Company, Janesville, Wisconsin. He sends no Money! There is no charge for registration. If, within two years, the customer loses his registered pen, a nominal charge will be made for replacement.

The mechanics of the program are handled entirely by the consumer and Parker Pen. Dealers do no more than hand out registration forms and collect a full margin of profit on each Parker sale.

In the Washington files of the Senate Subcommittee on Retailing, Distribution and Fair Trade Practices is a 21-page statement by a San Francisco lawyer named Stanley A. Weigel which should be read by every retailer in the U.S. Weigel, a member of the law firm of Landels, Weigel and Ripley and legal counsel on fair trade for Parker Pen, appeared before the subcommittee last June at the written request of Senator Hubert Humphrey (D-Minn.), chairman.

In his remarks, Weigel warned the lawmakers that the "preservation of economic freedom and, in the end, even political freedom, requires the continued existence of thousands upon thousands of flourishing, independent business enterprises throughout our country." He spoke out against the "bait" and "leader" price practices prevalent among many discount houses and testified that it was these price practices which were "prolonging, if not deepening, the current business recession."



Last year Americans tested their guesses on horse races, roulette, craps, poker and all forms of gambling to the tune of \$15 billion, more than any nation in the world. It is not a chance summation, then, to say that the old fashioned free guessing contest is as wear-resistant as the law of averages.

This bit of Americana has been declared illegal in some areas of the nation. But where laws are less stringent, the guessing contest still makes a basis for good sales promotion.

Recently Bingham Siegert Company in New York moved into new and larger quarters. Company officials wanted window displays which would draw traffic into their store. The idea of a window on Parker products was presented by Account Manager Harry Goetchius and they accepted with the embellishment of the old guessing game. They loaded 490 new T-Ball Jotter pens into a wire basket and placed it in the center of a large exhibit of Parker products and displays. For one week it stood there as more than 500 people paraded up to the pen counter to fill in their guesses on special forms. The winner, who guessed 489, received a Parker 61 pen and pencil set while Bingham Siegert reaped three times normal sales at the pen counter, plus a lot of new friends.

You can look for a sterling new shape in writing instruments in the highly competitive under-\$1 price range. The Eversharp Pen Company, a Parker subsidiary, will spend \$1.5 million to introduce a soon-to-be-released new product. The new unit was developed by Parker's research team for Eversharp. Simultaneously, the pen firm reports the appointment of Quart Graves to the post of General Sales Manager. Graves held a similar position with Eversharp, Inc.

Recession has a way of bringing out the best in us. W. A. Sheaffer Pen, seeking to avoid a product squeeze by competition, is intensifying its efforts in the direction of diversification. Last month the company reportedly organized a new products committee headed by its patent counsel and staffed by its manufacturing v.p. and research and development chief. The three-man group will comb for new product ideas in the U.S. and foreign countries.

More than 180,000 grade schoolers in all parts of the U.S. will enroll in the Parker Pen Party program during the first three months of the new school term, according to the company's educational aids administrator. He bases his prediction on the fact that advertising for the program will appear for the first time in two scholastic magazines: Instructor and Grade Teacher. The past two years have seen 10,000 teachers and 250,000 students attracted to the Pen Party.

Recently PTA groups and other "fringe" organizations have begun inquiring about the program for possible recommendation to local school authorities. Pen Party automatically pairs grade classes at distant points to make letter writing fun.

Parker Franchise dealers have a fine opportunity for tie-in window displays. Sample kits, containing a big, colorful Pen Party poster and other kit materials can be obtained by writing to: Education Department, The Parker Pen Company, Janesville, Wisconsin.



In behalf of fair trade, Weigel told the subcommittee: "The failure to allow independent manufacturers and retailers equality of opportunity with the industrial giants in establishing effective resale prices is, in its long term effects, more disastrous than breeding and feeding business recessions. It fosters monopoly. The independent manufacturer and the independent retailer, caught in the squeezing vise of the artificial prohibition against reasonable self-protection on prices, turn to merger. The big get bigger. The small get smaller, to the vanishing point. And in the long run, the bigger the big get, the greater the need for government control. This is not because bigness is bad. It is because bigness is powerful. Big power, economic or other, simply has to be controlled to protect the public welfare. And the more government control, the more the American free enterprise system must yield, in one form or another, to the techniques of a controlled economy and of economic regimentation -- always the inevitable forerunners of other aspects of statism."

What's ahead in Parker sales promotion? That's a big question requiring an even bigger answer. Not all of the facts are available at this early date, but the secret is out! This Christmas, Parker Franchise dealers will be showing the most unique packaging of writing instruments ever devised by a pen manufacturer. Prepare yourself for a surprise, Mr. Retailer!

Pen servicing at the Janesville factory has terminated. Service requests received are trans-shipped to branches of Parker Pen Service, Inc., a subsidiary, or to company service offices in Chicago, New York and San Francisco. PPSI has branches in Atlanta, Roanoke, Springfield (Mass.), Wilmington, Cleveland, Detroit, Omaha and Dallas. Faster pen service is assured if dealers send to the Parker service office nearest them.

The Ponte Santa Trinita, with its statuary of the four seasons, spans the Sarno River in Florence, Italy. Demolished by World War II block-busters, the bridge was reconstructed like a gigantic jigsaw puzzle. Only one piece turned up missing -- the head of the Statue of Spring -- presumed to be shelved by some ex-serviceman as a souvenir.

Last month, Parker Pen and its distributor in Florence joined forces in an attempt to recover the missing head of Spring. An offer of \$3,000 "ransom" for the head was made public and interest in the project flamed. The distributor, Giuseppe Fantacci, was elated by the attention the project prompted. "Give me this type of publicity project," he said, "and I can forget about advertising for the rest of the year."

If you contemplate angling for the ransom, look for a 130-pound marble head with a garland of spring flowers in its locks.

It is generally known that Parker tested radio advertising earlier this year. Franchised dealers can expect more spot radio this Fall. Results of the test brought smiles from advertising specialists here. Awareness level among consumers during radio tests was higher than in similar tests conducted with spot television!



How much does it take to dent a Jotter refill? Parker researchers tell us that about 80 pounds of pressure will do it. Last month a crew of second-story artists slipped into the quarters of a Janesville firm which packages Jotter refills, tipped a 2,000 pound safe onto 25 boxes containing 300 refills (to absorb the shock). The tonage caused minor dents in only eight and spilled not a drop of ink.

William R. Diehl, Jr., president of the National Stationery & Office Equipment Association, lists four "musts" for stationers which can be applied to all retailers. Here they are: 1. He must have full and complete knowledge of the products he is selling. 2. He must have knowledge of his customer in terms of today's market. 3. He must know and meet honestly every objection which may arise and match value with greater value. 4. He must know himself, his own people, and his approach to business.

Parker Pen now has spot television plugging the T-Ball Jotter in 50 top metropolitan markets. There are 34,900,000 TV sets in those markets. On a national average, Parker commercials will be seen by more than 30 per cent of the set owners or about 11,000,000 viewers. That's 11 million prospective customers for the Parker T-Ball Jotter pen -- per week!

Ball point pen popularity continues to spiral upward. Today, about 75 per cent of all writing instruments sold by U.S. manufacturers are ball point pens. In 1957, according to industry figures, a record peak of 300.5 million units sold was reached. Total unit sales for all types of writing instruments, including ball points, was 412 million as contrasted with 376 million units in 1956.

Total factory price dollar value of the 412 million units was \$133,112,525, according to information furnished by the Fountain Pen & Mechanical Pencil Manufacturers' Association. Ironically, in spite of the increase in total unit sales, dollar value remained almost constant. In 1956, value of units sold amounted to \$133,019,938 -- just \$92,587 less than in 1957.

The latest profit survey among manufacturing companies conducted by the Federal Trade Commission shows this: For each new dollar of profit after taxes, the companies must boost sales \$29. Costs and expenses are now nearly 94 per cent of total sales!

The contest was the 1958 Set-Up Paper Box Competition. Sponsor: National Paper Box Manufacturers Association. Hands down winner was the gold and gray gift box for the Parker "21", with an honorable mention. The box is a product of Dennison Manufacturing Company.

Sincerely,

THE PARKER PEN COMPANY



23 SEP 1958



Parkergrams

U.S.A.

Sixty-Second Year of Publication
October, 1958

Dear Friend:

Last year Americans purchased 300.5 million ball point pens. A scant percentage of these cost more than \$1 and virtually none were given as personal gifts. What then is a gift-minded company like Parker Pen doing in the low-brow world of ball points? Those who may have asked that question before received a snappy answer last fortnight when Parker announced four full and completely new lines of gift-styled ball point pens at prices from \$2.95 to \$25.00 with most in the profitable \$5.00 to \$10.00 range.

Names you'll be hearing on consumers lips this Christmas are: Minim Jotter, a nifty little gold-capped pen just one-quarter-inch longer than the standard Parker T-Ball refill which it contains. Princess Jotter, in intimate, feminine hues completely wrapped in lace-like engraving. Deb Jotter, delicate pastel shades from tip to tip with caps mimicking that of the Parker Debutante pen. VIP, bold and beautiful Jotter ball points, now combined with matching mechanical pencil to create "pocket pride" for any "very important person."

Added note: Minim, Princess, VIP can be featured in specially designed countertop showcase. Same trays which fit countertopper fit standard Parker floor model showcases.

Watch for other manufacturers to follow Waterman Pen's lead and play up anew the hardness-of-ball feature. Waterman says its new synthetic sapphire (not the first use of jewels) is the hardest material ever used in a ball point. Metallurgists who developed the tough T-Ball report that ball materials need only to be harder than quartz (which is 2.66 times denser than water). The reason is this: Almost all writing papers are sized with clays which are essentially quartz. The T-Ball density is 15. To go higher (and we could have) would be "a waste of hardness and considerably more costly," according to metallurgists.

The gift Parker 61 pen becomes even more so in the sparkling new President model (with matching pencil, \$250). And second in command at the top of the 61 line is the equally new Insignia. Both models are jacketed almost completely in gold, one 14, the other 12-karat gold-filled. The Presidential comes gift boxed in a \$50 sterling silver case and there's a dealer allowance for engraving the lid. Insignia comes in a rich Italian leather box.



In order to satisfy consumer demand for the perfect writing instrument, one defined by consumers as "never requiring adjustment or repair," writing instrument manufacturers generally operate service departments at a loss. Only through near perfect efficiency can a manufacturer hope to have his service section approach the break-even point. This year, under Parker service decentralization, losses for the first five months were reduced 43 per cent. Service Director John Francis anticipates that his organization may soon reach that elusive break-even point.

At the Wisconsin State Fair which concluded last month, Parker Pen quietly exhibited a collection of six "dream pens":

The Solaris, powered by light to burn an impression on paper. The Nitrograph, which absorbs nitrogen from the air and chemically combines it to make fluid ink. The Robodraft, a mechanized and automatic pen for making all manner of geometric forms. The Voice-Writer, which sets the spoken word to variable scripts with assistance from the speaker. The Atomic, energized by a tiny controlled reactor within its outer shell. The Colormatic, which at a press of a button changes ink colors.

For Christmas -- the T-Ball Jotter tucks away inside a handsome jumbo-sized card. Imaginative? That's what you'll see customers reaching for this season. The cards, in assortments of three styles, accompany dozen-size boxes of Special and Deluxe T-Ball Jotters. Envelopes are included. Consumer selects a Jotter, selects and signs a card, slips all in the envelope and places it under the tree. Simple? Christmas greeting, Christmas gift, in one easy, inexpensive operation.

"The burden of leadership is followership," commented one Parker observer as he noted that Esterbrook has released a \$1.69 model with a "new" non-skid ball tip. And soon, in Eversharp's "Fountain Ball", you'll see the "honey-combed metal" ball employed. Other features of the new E pen are triangular shaped barrel, high-density ink, and transparent refill. Specifically designed for the under-\$1 range, the pen will be Fair Traded, according to Eversharp.

It hardly seems like good etiquette, but Amy Vanderbilt, one-time Parker consultant on the etiquette of handwriting, has signed with Smith-Corona as a consultant on the etiquette of typewriting.

Parker Franchised dealers should be aware of the opportunities in the advertising specialty field which annually accounts for upwards from \$2 billion in sales. Specialty sales are up 7% over 1957, according to Ralph Thomas, executive director of the Advertising Specialty National Association. In a survey, 24% of its membership reported that business was "excellent" and 47% said business was "good". Only 22 reported sales about average and 7% said it was poor.

Parker's contribution to this field is the now-familiar Window Jotter. The smart retailer who can take time to contact the schools in his vicinity, will find the Window Jotter a hot item among students who like to click with the latest.



The giver is duly credited and receives his money's worth of appreciation when he gives one of these or any fine Parker. As one observer said: "A \$20 Parker pen is as standard as a twenty dollar bill because its worth has been established. It carries an invisible price tag!"

William R. Diehl, Jr., newly retired president of the National Stationery and Office Equipment Association, was honored by Parker Pen officials at a breakfast held September 29 during the annual NSOEA convention at Chicago's Conrad Hilton. Honored with Mr. Diehl were the directors who served under him and also the 14 new district governors of the association. Mr. Diehl was presented with the first Parker 61 Presidential set to be made at Arrow Park. The governors each received Insignia model Jotter ball point pens.

The American Handwriting Foundation, sponsored by the Fountain Pen and Mechanical Pencil Manufacturers Association, salutes the formation of a counterpart in the Netherlands. September saw the birth of the Dutch Handwriting Foundation which joins the American original in extolling the virtues and advantages of the handwritten word to the benefit of dealers in writing instruments.

Both organizations will be promoting International Letter Writing Week (October 5-11). Here, in practice, is what President Eisenhower calls the "Person-to-Person" campaign for world peace.

The small, independent retailer is the backbone of our economy. He is holding his own against terrific competition! Proof, in part comes from his major supplier, the wholesaler, who reports: Retailer payments of wholesaler bills are 82.2% current, as opposed to 81.9% at this time last year. Last year it took an average of 34.8 days to collect an account. This year it averages 35 days.

The 8,500,000 teenage girls in these United States, according to Seventeen magazine, own 3.5 pens each and four out of five of these were purchased new in the past year. They buy an average of 1.5 pens per year and spend \$8.4 million on them -- or less than a buck a pen!

People won't put tombstones in their homes. And they don't as a rule buy them as gifts. That's the logic behind Parker Pen's new approach to desk sets. In January, the company introduced a new warmth by combining exotic woods and metals in pen holders.

Now, Parker employs ceramics -- but in a unique way! Parker ceramics (by Royal Haeger) are not just pen holders. Instead they fulfill three desires in home and office decorating by being simultaneously an elegant planter, a functional and attractive ashtray, or both.

Another addition to the desk set line is a rectangular Jotter base with a memo pad tray and covered box for cigarets or paper clips. New convenience is created by a grid-type pen holder. For those who prefer wetwell desk pens, there's a new Parker wetwell with a contour grip area which is individually adjustable for writing comfort.



The last six months of 1958 will see Parker invest over \$1,000,000 in advertising space -- television, magazine and newspaper. Fountain pens will be plugged in Reader's Digest and the SatEvePost from now through December with full-page newspaper ads in the top 25 metropolitan papers in early December.

Ball point pens, the entire new line introduced by Parker, will take space in the Digest, American Weekly, Look, Esquire, Vogue, New Yorker, Sunset and Harpers Bazaar. Plus, 17 weeks of spot TV announcements concerning the Loss Proof Promotion and Parker's exclusive guarantee to refund the purchase price if the \$1.95 Parker Jotter ball pen skips.

Franchised dealers can expect the Loss Proof promotion to spread to "51" and 61 pen purchases. The program will be similar to that now applied to Jotter, "21" and Debutante pens. As now, the mechanics of the program will be handled entirely by the consumer and Parker Pen. If a registered pen is lost within two years after purchase, it will be replaced at a nominal charge.

The Bureau of Foreign Commerce has denied export privileges of one U.S. ball pen manufacturer for six months as a result of transactions which led to illegal trans-shipment of American goods into Red China. The firm shipped ball pen point material. The balls, containing ruthenium, could be used as ball bearings, according to the BFC.

In the average manufacturing plant today, according to Department of Commerce figures, wages take 71.5% of the total income. Profits, after taxes, take 4.5%. Average hourly wages paid in manufacturing has risen from \$1.02 to \$2.12 in the past 13 years.

Clips: Swank, long noted for quality men's jewelry, pulls a surprise switch this Christmas by introducing a cufflinks-tieclip-ball point ensemble in a box reusable as a desk base for the pen. ... Keep a sharp eye on the ink business, especially if you've been led to think that ink is just ink! ... William Grand (Grand-Glick Stationers, Yonkers, New York) commented recently that Parker publications lacked a sense of humor. Appropriate to the time of year and to appease Mr. Grand, we print: "I don't care who you are, fat boy, get your damn reindeer off of my roof!" ... Yes, that's unmistakably a Parker pen that appears in the "Readers Write" column of Advertising Requirements magazine. It's been there for years.

Cordially,

The Parker Pen Company



OCT 1958



Parkergrams

U.S.O.

Sixty-Second Year of Publication
November, 1958

Dear Friend:

Franchised dealers who exhibit at teachers' conventions are finding the Parker Pen Party program a useful teacher relations tool. LaMarre's Pen Shop in Milwaukee is a prime example. LaMarre's promoted the Pen Party idea at a recent convention in Beertown and benefited greatly by the good will it inspired.

Pen Party is a non-commercial public relations program sponsored by Parker Pen. It is an educational aid provided without charge and is recommended especially for grades 4 through 7. It provides a device that helps teachers in the instruction of handwriting, an otherwise dull teaching area, through enabling youngsters to correspond with people their own age in distant parts of the nation.

Retailers who use the Pen Party program at conventions are helping to promote a worthwhile teaching aid and are creating good teacher relations for themselves.

The Post Office Department is considering five bids received on a half-million transparent or translucent refill cartridges for ball-point pens. The Department got bids from Austin Metal Products, Scripto, Micropoint, All Rite Pen, Inc., and Autopoint Co.

First and middle product plugs during TV situation comedy shows meet a more receptive audience than the same commercials receive during tense dramas, according to a recent study. "Involvement" of the viewer with the story is the reason. In a drama it's high, in a comedy it's low.

Parker Pen concluded a couple of seasons ago that the best time for TV commercializing is when there is no viewer involvement at all, i. e., between shows.

Right now Parker is midway in a 17-week pre-Christmas spot TV schedule which is giving hard-sell treatment to major products and promotions.

Here's a growing market to watch: By 1975 the number of persons over 60 in the United States is expected to reach 29 million. It was 20.6 million in 1955.



The Parker Pen Company is planning a "product library" which, when completed, will contain competitive writing instruments from all parts of the world. The library would be a place of quick reference to determine current competition in any given place in terms of products. No deadline has been set on completion of this project.

Parker Pen's Janesville advertising functions have been consolidated into a single department. Joseph Biety, former Foreign Sales Advertising Manager, has been named to direct the combined organization. James Stauff, Domestic Sales Advertising Manager, will assist him as Advertising Manager.

The integration allows the company to place all available talent together, acting in concert on advertising programs. It provides better service, coordination, liaison, with greater economies.

The Domestic Sales Division gains the services of an internal art and promotion section through this consolidation.

Parker Pen net earnings (including those of its Canadian subsidiary) for the six month period ended August 31, 1958 amounted to \$157,000, as compared with \$582,000 during the same period in 1957.

The decrease in earnings when compared to last year is primarily the result of two factors:

Intensified political and economic distress overseas was reflected in the reduction of company capability to ship into certain key foreign markets. Because of this, export sales were approximately 27 per cent lower than in 1957.

This year was characterized by a high volume of ball pen sales due to the keen reception accorded the \$1.95 T-Ball Jotter pen by dealers and consumers. This situation, while giving Parker an ever-growing portion of the huge ball pen market, brought higher distribution costs and a temporarily lower-priced product mix.

In spite of the economic recession in the U.S., the company achieved a 10 per cent domestic sales increase.

Check your Parker desk set merchandise for tarnished taper tips. A new plating method now employed eliminates tarnishing. Send tarnished tapers to your nearest Parker Pen Service, Inc., branch for free replacement.

Some 5,000 Parker special accounts will receive a unique mailing shortly. Accompanying a letter from Art Foster, Special Accounts Manager, will be a 5 1/2 x 7-inch four-color postcard showing the "1959 Parker Gift Line."

Terming them "pretty as a picture", the card depicts Parker's new lines of ball point pens: The Princess, Debutante, V.I.P. and Minim. They suggest, says the card, "high-fashion styling for ladies and classic, tasteful designs for men."



Do they have money to spend? Indeed they do -- or will. Some 15,000 business firms right now have "deferred" type profit-sharing plans in which company contributions are invested annually for each eligible employe. The Treasury approved 2,714 new plans in 1957 -- a jump of 50 per cent over 1956.

It is not unusual for a low-salaried, long-time employe to retire at 65 with a well-invested profit sharing nest egg of \$50-75,000!

Expert model building and good handwriting are related, according to Henry Blankfort, of Revell, Inc., one of the nation's largest manufacturers of plastic hobby model kits. Blankfort, who has a vast collection of letters from young hobbyists, contests that "there is no question about it -- the handwriting of the model builders demonstrates digital ability." There must be a lot of good handwriting being produced among the younger set these days. The model industry will chalk up a record \$325 million in sales in 1958.

Every hour of every day, 230 marriages take place in these United States. That means 230 new households being established, each in need of the elements of comfortable, convenient living -- and that includes writing instruments!

Check these off as appropriate wedding gifts: Matched pen and pencil sets engraved "his" and "hers" ... Jotter desk sets harmonizing with all telephone extensions in the new home ... a Parker ceramic modular pen holder-ashtray-planter for the writing desk ... or a V.I.P. Jotter for the bridegroom and a Princess model for the bride.

Here's the trend in the writing instrument industry. Over the past six years production is up 147 per cent. Dollar volume is up only 45 per cent. And here's a closer look: Since 1951 the average price of fountain pens at manufacturers' level has declined from \$1.10 to \$.95 and mechanical pencils have dropped from \$.31 to \$.22 -- a decline of 30 per cent in just three years.

What do these figures mean to the average writing equipment dealer? They mean that he will have to carry larger stocks and sell a great deal more to keep ahead of the game -- unless -- unless he promotes quality pens and pencils which guarantee him a better than average margin of profit on each unit sale.

The wood pencil industry produced an astounding 1,450,000,000 pencils last year, with a net value of \$35 million. That's 8-plus pencils per person. How many did you use?

Interesting is the fact that wood pencils are produced in 370 different types and in more than 70 colors. There are 18 degrees of hardness.

Parker Quink ink is currently being manufactured in 15 countries. More locations are in the planning stage. The company has developed a "packaged Quink plant" which can be readily shipped to any point in the world and easily installed and set to producing ink. The "package" contains three pieces of machinery.



We never thought it could happen but it has. After spending thousands of dollars on research and development, Parker Pen has gone too far! A man from New Zealand visited Janesville for the express purpose of having his Parker 61 nib roughened. He complained that it was "too smooth"!

The United States exported five times as many ball point pens in 1957 as it did fountain pens, but in terms of dollar value, fountain pens outranked ball points by almost \$2 million.

Twenty-five million ball pens were exported, according to industry figures. They were valued at \$7 million. On the other hand, 4.9 million fountain pens were shipped with a value of \$8.9 million. Total sales of mechanical writing instruments by U.S. manufacturers gained 10 per cent in 1957, but dollar value remained almost unchanged.

The Japanese Ministry of International Trade and Industry is currently sponsoring an exhibit of 100 Japanese-made products displayed alongside foreign-made originals from which they were copied directly. The Ministry is calling its exhibit "a show of shame"!

Among the products shown are Bell and Howell projectors, Leica and Baby Rolleiflex cameras, and Schick electric razors. Parker Pen has long been plagued by Japanese-made imitations of the Parker "51". More recently, spurious Parker ball points and Parker 61 pens have been appearing.

Why do managers change jobs? According to an expert, money or more of it is the key factor. Others, in this order: ambitious wife, job dissatisfaction, lack of intellectual stimulus, feeling that career growth is stymied, seeing little opportunity for advancement because of seniority, slowing down after several years of progress, lack of organizational planning by the company, desire to move to a larger organization or a smaller one, personality clashes. Inherent restlessness in early middle age is also a contributing factor.

Clips: Many people have talked about it, but Silver Bells, Ltd., of Carmel, Cal., has done it. They're marketing a ball point pen combined with a flashlight for writing in the dark. ... U.S. companies gave an average of 0.7 per cent of their net incomes before taxes last year to health, welfare, educational, scientific and religious agencies. ... Drug store sales in the past decade have almost doubled in dollar volume; last year reached \$6.5 billion. Independents got \$5. billion, chains, \$1.4 billion. ... Every day consumers spend \$550 million for products at retail; every week they have \$6 billion to spend. ... The label on a container of Golden Ink, found in Pakistan, would lead one to believe in the "fountain pen of youth." The ink, says the label, contains "Magic Elixir".

Cordially,

The Parker Pen Company



21 NOV 1958



Parkergrams

U.S.A.

Sixty-Second Year of Publication
December, 1958

Dear Friend:

When you buy a Christmas gift (or sell one for that matter), make it an extravagant one! Why? It's a matter of showmanship. Billy Rose says that if he only had a dollar to buy his wife a gift, he wouldn't look for something that looked like a \$1.98. Instead, he'd buy a single bar of soap -- and have his wife feel like a queen while bathing.

Here are ten things to look for in a gift: 1) stress quality, 2) make it a luxury, 3) keep it useful, 4) be sure it's durable, 5) let it be imaginative, 6) personalize it, 7) be sure it's pleasing to the eye, 8) make it easy to care for, 9) be certain it is replaceable or repairable, and 10) wrap it with a flair.

Orchids to those who say the above sounds like a recipe for selling fine Parker writing instruments.

United States influence abroad is felt in many ways. Example: Installment buying has caught on in Austria where consumer credit sales have soared 114 per cent since 1953, according to the Institute for Economic Research. Interest rates average about 7 per cent and terms run for about 10 months.

Look for full-page newspaper advertising on the Parker 61 in twenty-five top metropolitan markets during the second week of this month. It's part of the big push Parker is making for Christmas which includes pages in color and black and white in national magazines and 17 weeks pre-Christmas spot television.

Total cost to the company for this product promotion is a whopping \$759,000.

Department Store Economist surveyed top department stores across the country on Fair Trade. Results: 65 per cent of stores with annual sales exceeding \$2 million and 77 per cent of smaller stores are wholeheartedly in favor of Fair Trade. Moreover, they intend to continue carrying appliances despite profit losses. Also, many will resort to self-service techniques to reduce selling costs.



To attract attention (and sales) try promoting the new Parker ceramic desk sets as wedding gifts this month. Eight per cent of the nation's 1.5 million marriages take place in December and 8 per cent of 1.5 million is worth throwing a little rice for, whether or not the snow is flying.

Parker products are getting some extra advertising these days. Once a week on the 112-station CBS network, Merv Griffin will award a Parker ceramic desk set to a lucky contestant on the daytime TV show, "Play Your Hunch."

In addition, Parker will get mentions through its participation in the General Foods "You Name It" contest being plugged over the ABC network.

Parker Franchised Dealers are pouring entry photographs into Janesville in hopes of walking off with top prizes in the company's National Christmas Display Contests. Yes, contests! There are two. On November 15, Parker kicked-off separate contests for the best Parker window displays and the best Parker counter displays.

In all, there are 14 first prizes (Zenith stereophonic hi-fi consoles with remote speaker unit), 14 second prizes (Motorola table model TV), 14 third prizes (Motorola portable hi-fi sets) and 360 special awards (72 Zenith "500-D" transistor radios and 288 Zenith table-model clock radios).

Big plus: Everyone who enters receives a gift from Parker Pen -- for the men a new V.I.P. Jotter and for the ladies a new Princess Jotter. The contest closes December 24. Entries must be postmarked on or before January 5, 1959, to be eligible. The contest is open to any Parker Franchised Dealer or his designated employe. Only one prize will be awarded for any one display.

Reader's Digest reports that it's November issue was the largest in history. There were 77 1/2 pages of advertising, in case you didn't count them -- and two pages were on Parker products. One was a full page, four-color advertisement on the Parker 61 Capillary pen and the other was black and white strong sell on the T-Ball Jotter pen.

The U.S. manufactured 325 million ball point pens in 1957 -- but how well? According to a dealer survey recently conducted by Geyer's Dealer Topics, 44 per cent of the office equipment and stationery dealers queried wanted improved quality in ball point pens (last year it was 53 per cent). Forty-seven per cent wanted improved quality in ball point refills. There were only 37 per cent who saw this need last year.

Stationery and office equipment dealers who sell \$12 million worth of ball point refills annually, point out these problems: skipping and poor starting, inks that do not reproduce on copying machines, non-standardization in length, fittings and springs.



Parker's answer to the problem of affirming fair price and fair profit is its dealer franchise program. Several months ago a series of letters on the subject went out to retailers. It prompted commendation and built great trust.

Now a second set is in the planning stage, according to sales officials. The new letters will discuss further the Parker franchise program and its direct and indirect benefit to retailers and The Parker Pen Company.

It's a fact. Canadians do more foreign traveling per capita than any other people in the world! Canada's 17,000,000 people made 27,200,000 boarder crossings into the United States in 1957. But these neighbors to the north don't come here just to wear out the sidewalks. Last year they spent a total of \$403 million. That's a big figure, but it's about one-sixth the amount spent by Americans in their foreign travels.

During a four-week period which ended a fortnight ago, some 50 Parker pen retailers from states bordering or near Wisconsin were flown to Janesville for quicky-visits. It was an unusual reversal of the Parker tradition which frequently takes sales executives to visit retailers in all parts of the U.S.

The groups of dealers (generally four in number) were brought in aboard Parker's twin-engine Beechcraft, guided around Janesville, through the company's Arrow Park plant, and into informal, yet provocative, afternoon conferences.

Information gained in these conferences and the results of the quicky-visits in general will be analyzed to determine if the program should be re-instituted in Spring.

Geyer's Annual Dealer Awards for 1958 were presented to seven Parker Pen retailers. Congratulations go to Pound and Moore Company, Charlotte, N.C., F. J. Heer Printing Company, Columbus, O., Office Supply Center, Inc., White River Junction, Vt., Zac Smith Stationery Company, Birmingham, Ala., Shelburne's, Fresno, Calif., and Shaw and Borden, Spokane, Wash.

For the past year, a favorite trick of cold war, to the Russian way of thinking, has been the preparation and circulation of forged documents which place the U.S. in exceedingly bad light. Janesville people wonder how many of these "documents" are forged with Russian imitations of the Parker pen. They make plenty of them -- but they're not alone.

It costs the company in excess of \$100,000 annually to police its trademarks, patents and copyrights world-wide.

At this moment, Parker Pen is acting on more than 65 individual infringements of its products. Most incidents of imitation originate in the Far East. Imitators copy the famed Arrow Clip, Parker's general design features, filling devices and many other Parker exclusives.



The Association of National Advertisers has selected the newspaper advertising campaign which introduced the T-Ball Jotter as one of the nation's top six "Most Successful Campaigns". Advertising Manager James Stauff presented the story of the campaign at the Association's Fall meeting in early November.

How does a company produce award-winning advertising? Here's part of the story. The company is currently conducting newspaper advertising tests in three Eastern cities to determine how well a \$5 ball point pen sells when accompanied by varying amounts of advertising.

Simultaneously in three widely separated cities Parker is testing live television on the Parker 61 pen to learn if a local personality can stimulate sales. From tests like these come the sales programs of the future.

Franchised dealers are expressing a firm belief in "the marketability of Parker's new ceramic desk sets this Christmas", according to a recent study made by the company. In the words of one dealer: "It's a hot item!" Color preference among consumers was also examined in the research study. It was learned that Antique Ivory led the line as the most popular color -- but only by a hair. Other colors grouped in a close second, the study showed.

The popularity of the Parker Jotter ball point pen may be underestimated! On October 1, thieves invaded the Toronto plant of The Parker Pen Company, Ltd., and made off with a selection of Jotters worth \$10,000.

Clips: W. A. Sheaffer II, following the lead of Kenneth Parker, has authored a series of articles recently for the Christian Science Monitor tracing the development of Sheaffer Pen. A similar series on Parker was published several months ago. ... A survey conducted by a Chicago firm describes station wagon owners as "prosperous and fertile". Over 900,000 station wagons were sold in the U.S. last year. ... Consumer installment debt is expected to rise at least \$1.5 billion next year to a near record high of \$35 billion. ... Speaking of dollars and numbers, Parker turned out its 10-millionth Jotter ball point pen in October -- 10-millionth in the \$1.95-2.95 price range. ... Trade circles watched for the outcome of the November FTC hearing which involved Jantzen Inc. The firm was charged with paying illegal allowances to "favored retailers" for advertising. ... An illustrated brochure detailing trans-planting and plant care is now being tucked in with each of the new Parker ceramic desk sets which leaves Arrow Park. They are available on request to dealers who need them to accompany present stock.

Cordially,

The Parker Pen Company